

# **Retail Business**

**Index: July 1970 ~ July 1979**

**Nos. 143-257**

**a monthly research journal  
covering consumer goods markets,  
marketing and distribution  
in the UK**



**The Economist  
Intelligence Unit Ltd**



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*monthly:* Similar to *Retail Business*, but covers markets in continental Western Europe.

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*quarterly:* A guide to multinational corporate enterprise. Each issue contains reports ranging from analysis of economic and political conditions to aspects of government policies specifically relevant to multinational corporations.

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## The Economist Intelligence Unit Ltd

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# Retail Business

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RETAIL BUSINESS is a monthly journal concerned with consumer goods markets and marketing in the UK. Its reports and features contain the results of original research into all aspects of the subject and also collate existing material, from a wide range of sources, in a convenient and readily accessible form.

A continually expanding and up to date reference library is provided, which is an invaluable source of market information to all concerned in consumer goods markets. Each issue contains a Trade Review, a Product Review and 3 Special Reports on different consumer markets. From time to time shorter, updating reports are published as well as company profiles and an Economic Review.

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## Subscriptions

£120 (US \$248) for 12 monthly issues; duplicate subscription (2nd and subsequent copies) £47 (US \$124) per year. Airmail postage: £12 (US \$30) Surface mail £4 (US \$10).

Single issues to non subscribers:- £20 each (US \$50) under 12 months old, £12 each (US \$32) over 12 months. Airmail postage for single copies £1 (US \$2.50).



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## Key to features

### Trade Review

Each month this feature examines one main retail sector, eg, mail order, self-service and supermarkets, hardware and ironmongery. Each retail sector is covered once a year and there is an annual review of retailing as a whole, published in April each year.

### Index of Trade Reviews

Month	Sector
January	Clothing and Footwear
February	Furniture Shops
March	Hardware and Ironmongers
April	Annual Review of Retailing
May	Cooperatives
June	Confectioners, Tobacconists and Newsagents, Booksellers and Stationers
July	Department Stores
August	Mail Order
September	Chemists and Photographic Shops
October	Consumer Durable Shops
November	Grocers and Supermarkets
December	Specialist Food Shops

### Special Reports

All unclassified reports are Special Reports. The majority are detailed profiles of a consumer goods market showing its size, composition, distribution, pricing, promotion and growth trends. Others analyse aspects of retailing and marketing methods. Over 30 Special Reports are published every year, each with an average length of some 3,000 words.

### Product Review

This feature examines each product sector at six-monthly intervals, providing regular information on production, consumption, consumer spending and short term prospects.

### Index of Product Reviews

Month	Subject
January	Clothing, Footwear and Household Textiles
February	Furniture and Leisure Goods
March	Chemists' and Household Goods
April	Domestic Appliances and Sound Equipment
May	Food
June	Alcoholic Drink and Tobacco
July	Clothing, Footwear and Household Textiles
August	Furniture and Leisure Goods
September	Chemists' and Household Goods
October	Domestic Appliances and Sound Equipment
November	Food
December	Alcoholic Drink and Tobacco

### Economic Review

These appear quarterly in January, April, July and October each year and examine the economic prospects for up to five years ahead with special emphasis on trends in consumer spending and retail sales.

## Key to issue numbers

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An index to issues 1-142 is available on request to the  
Subscription Department, Reference Retail  
Business, Spencer House, 27 St. James's Place,  
London SW1A 1NT.



## Issues out of stock

Issues 1-225 are out of stock.

## Photo copies for out-of-stock issues

Photo copies of articles or issues that are out of print can be obtained from the Subscription Department, Reference Retail Business Back Numbers, Spencer House, 27 St. James's Place, London SW1A 1NT.

## Off-prints of Retail Business reports

Many subscribers find that off-prints of Retail Business Special Reports are of great value to their organisation, eg for issue to the sales force, general issue at head office, issue to all shops in the chain etc.

Reprints are an economical way of acquiring Retail Business articles in bulk, and an individual quotation will be made on request. The minimum is 30 copies.

For further details, please contact the Business Manager.

## Marketing in Europe

### a marketing service

This monthly publication provides independent and detailed analyses of markets for specific consumer products and services in Europe in the same manner as Retail Business covers the UK. Systematic assessments are made of the factors affecting consumer spending against a background of the general business climate. The publication deals primarily with the EEC countries, although EFTA and other European markets are also covered.

#### Each issue contains the following:

**Marketing Roundup** News items concerning the marketing of consumer products.

**Trade Review and Forecast** Inter-country comparisons are made of the main consumer product groups on an annual basis, with details of trends in consumption, market shares, distribution, packaging, prices, etc.

**Special Reports (three in each issue)** These reports analyse markets for specific products and aspects of marketing them, both in individual countries, and, from time to time, on a comparative basis. Each report

concludes with a forecast of the market's future development. The trends in other European markets and in the UK are indicated briefly.

### Subscriptions

£120 for 12 monthly issues and index.

£60 for a subscription to one of the three product groups covered four times each year.

These are (a) food, drink, tobacco, (b) clothing, furniture, leisure goods, (c) chemist goods, household goods, domestic appliances.

A subject index and further details may be obtained from:

The Editor, 'Marketing in Europe',  
The Economist Intelligence Unit (Europe) SA,  
137 Avenue Louise,  
Brussels, Telephone 538 29 30

The Economist Intelligence Unit Ltd,  
Spencer House, 27 St James's Place,  
England, SW1A 1NT, England  
Telephone 01-493 6711

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